

WDAF - TV - Issue Ad Public File Checklist

1. WOMEN VOTE
Name of Sponsoring Organization
2. Accepted: _____ Rejected: _____ (mark one)
3. Class of Time: RATE CARD
4. _____
Flight dates and times
5. SEE ATTACHED
Rate charged
6. SENATE RACE
Description of Issue
6. 1120 CONNECTICUT AVE WASHINGTON DC 70036
Address of Sponsoring Organization
7. _____
Telephone Number of Sponsoring Organization Email Address
8. _____
Sponsor's Officers/Directors/Executive Committee
STEPHANIE SCHROCK TRES
9. _____
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes _____ No _____

[Signature]
Name

Date



WDAF-TV

ORDER

Print Date 10/03/12 Page 1 of 2

Flight Dates 10/04/12-10/06/12

Contract / Revision 580891 /

Original Date / Revision
10/03/12 10/03/12

Advertiser Women Vote

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue
Suite 800
Washington, DC 20007Product
WOMEN VOTE

Agency Com 15%

Billing Contact

3050 K Street NW
Ste 100
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1961

Alt Order # 09835762

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI GEN

Product Codes PL2C

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 57900

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	14475
KCWE	%	0
KMBC	25%	14475
KMCI	%	0
KPXE	%	0
KSHB	25%	14475
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	12	\$12,303.75	\$14,475.00	0.00
Totals	12	\$12,303.75	\$14,475.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/06/12	12	\$12,303.75	\$14,475.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/04/12	10/05/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---TF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---TF--	1		\$825.00		0.00						
E 2	4	10/04/12	10/05/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---TF--	:30	2	\$825.00	1	0.00	NM	2	\$1,650.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---TF--	2		\$825.00		0.00						
E 3	4	10/06/12	10/06/12	Sa 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S-	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	2		\$800.00		0.00						

